



### DATES

November 14 - 15, 2019  
Thursday - Friday  
9:00 am - 5:00 pm

### PROGRAM FEE

Php 11,800.00 (Early Eagle Rate until Oct. 31)  
Php 12,800.00 (Regular Rate)

### HOW TO REGISTER Online

[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

### Email

[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)

### Call

+63(2)830.2043

Schedules and prices may change without prior notice.

## Analytics for Business

Discovering Insights from Data

### Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

### Venue:

Ateneo Graduate School of Business - Iloilo Campus  
2F, Chusuey Gymnasium, Ateneo de Iloilo,  
Pacencia T. Pison Ave, Mandurriao, Iloilo City,  
5000 Iloilo



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August 20, 2019



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



Digital Institute

# Analytics for Business: Discovering Insights from Data

November 14 - 15, 2019

 CENTER FOR CONTINUING EDUCATION

In the age of big data, it is almost effortless to obtain information and data sets that can be helpful in improving our strategies and making a decision. But the amount of data available can also be overwhelming and confusing. Examining, analyzing, and presenting the data, with only a minimal understanding of the right methods and tools, can result to misleading presentations and futile strategies.

As we progress in this Digital Economy, everyone should be able to effectively collect and structure applicable meaning from data and translate it into a compelling presentation.

This two-day program combines the basics of data analytics such as methods for analyzing and using statistical data; and the fundamentals of data and results presentation through the use of appropriate visual representation including frequency tables, charts, scatterplots, among others.

## Analytics for Business

### Discovering Insights from Data

## objectives

After the course, you will:

1. Apply appropriate methods in analyzing, presenting, and using relevant data
2. Learn how to translate applicable data into the appropriate visual representation
3. Effectively communicate and present the most relevant information

## who should attend

This program is ideal for professionals, executives, managers, data analysts, and support staff from Operations, R&D, Marketing, Sales, Finance, and HR who are involved in presentations that may relate to performance, trend analysis, budgeting, forecasting, and others.



## resource person



**MR. CHARLES CHAN** is the General Manager of Neural Mechanics handling the company's diverse set of Artificial Intelligence and Machine Learning based products.

He started his professional career in Globe Telecom as a Business Management Associate and eventually moved on to become a Senior Product Manager handling Value Added Services and Convergent Services for Globe Broadband. He then transferred to Singapore to work for Procter and Gamble as a Regional Assistant Brand Manager handling multi-million dollar brands such as Pantene shampoos and Joy Dishwashing. He has also experience working for smaller, struggling brands including Braun beauty and grooming, and Fairy Dishwasher Tablets.

Mr. Chan earned his Bachelor's degree in Marketing from the University of the Philippines – Iloilo Campus.

## program content

### I. Planning for Data Analysis

- A. Concepts in Data Analysis (The Qualitative and Quantitative Research)
- B. The Data Analysis Cycle
- C. Steps in Data Analysis

### II. Data Preparation

- A. Techniques for handling and analyzing data
  - i. Techniques in analyzing high volume of business data
  - ii. Techniques in analyzing high dimensions of business data

### III. Data Presentation

- A. Understanding Statistical Significance
- B. Descriptive Analysis and the Statistical Models
  - i. The Basics of Descriptive Analysis (Frequency Distribution, Measure of Central Tendency, Variability, Bivariate)
  - ii. Appropriate usage of the Statistical Models (T-Test, ANOVA, Chi-Square)
  - iii. Testing the Hypothesis
- C. Presenting Data Using Frequency Table, Charts and Graphs

### III. Interpretation of data

### IV. Presentation of Findings

- A. Presentation of the Summary of Findings
- B. Presenting Conclusion and Recommendations
- C. Tips in Writing/Organizing a comprehensive Output

## Institute for the Digital Enterprise

The **Institute for the Digital Enterprise** offers digital transformation programs that will enhance the participants' knowledge, skills, and competencies to keep them abreast of continuously evolving digital trends.